City of Greenwood Comprehensive Plan

2007 - 2027

INDIANA

SECTION FOUR

**Goals & Objectives** 

HNTB





#### Introduction

Below are the key concepts, goals, and objectives for the land use, transportation, Old Town, and urban design elements of this plan. Refer also to Section 10, Strategic Action Plan, for the action steps applicable to the successful implementation of these goals.

#### Land Use

#### **Key Concepts**

- Focus on the eastern side of the city to effectively manage development in areas that are currently undeveloped, without losing sight of the need to manage development and redevelopment elsewhere.
- Balanced growth.
- Fiscally responsible growth, employing the sanitary sewer boundary as the guide to the outer limits of the city's growth area (refer to the Eastside Interceptor Sewer Map in Section 9).

#### Goals and Objectives

#### Goal #1: Ensure quality, managed growth in the city's planning area boundary.

- Maintain and expand the city's grid street pattern through the continued use of grid streets and stub streets, while discouraging use of the cul-de-sac.
- Limit the approval of residential developments proposed in locations which are not adjacent to the existing urban infrastructure to avoid leapfrog development and spot zoning.
- Ensure that zoning policies and regulations reflect the desired community framework.
- Encourage that this and all other planning documents are reviewed, evaluated, and revised periodically so that they may continue to accurately reflect community conditions.
- Provide responsible, consistent and equitable regulations that are flexible, effective, enforceable, and responsive with the intent to be a developer-friendly community.

# Goal #2: Develop a distinct, attractive, and strong identity, or brand, for the City of Greenwood.

- Provide incentives for the incorporation of desirable architectural and site layout design.
- Discourage conventional development practices which are inconsistent with the city's guiding principles and vision.
- Increase the vitality of each zoning district by permitting a mix of complimentary uses.

# Goal #3: Protect and preserve existing open spaces and critical environmental areas.

 Prohibit development within environmentally sensitive areas, such as wetlands and floodplains.

#### **Conventional Development Practices**







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- Restore, enhance, and maintain natural riparian buffers along watercourses.
- Encourage the remediation, and if possible, the redevelopment of brownfield sites.

#### Goal #4: Provide for the housing needs of Greenwood's present and future residents.

- Provide for a mix of housing, varying in type, size, location, and quality to meet the housing needs of the community.
- Encourage the development of neighborhood centers which may include parks or small neighborhood retail areas

#### Goal #5: Locate industrial uses in the appropriate locations.

- Encourage the location of future commercial or industrial developments along the city's major corridors.
- Provide incentives to encourage business and industrial development along these corridors.

## **Transportation**

#### **Key Concepts**

- Corridor Overlay Districts (design guidelines)
- Multi-modal, competitive edge (economic development tie)
- Transportation improvements
- Access management

#### Goals & Objectives

#### Goal #1: Create a system of well-planned business corridors, which reflect the desired identity of Greenwood.

- Encourage the use of design specifications and corridor overlay design guidelines.
- Leverage public improvements throughout the city to encourage private investment, or reinvestment.
- Decrease the approval of commercial developments proposed in locations, which are not adjacent to the existing urban infrastructure.
- Employ the principles of access management to relieve congestion and enhance the design of major business corridors by establishing a "conflicts per mile" objective for major thoroughfares, especially at intersections.

# Goal #2 Provide a transportation system that meets the mobility and access needs for all citizens and visitors of Greenwood.

#### **Goal #3: Improve regional access.**

- Foster a working relationship with the MPO and RTP, integrating the Greenwood Transportation Plan with existing and future regional transportation planning efforts.
- Invest in the capacity of the Greenwood Municipal Airport, as an asset to attract high-quality business and industry.

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# Goal #4: Gain a competitive edge through the development of a multi-modal network within and around the City of Greenwood.

- Coordinate trail improvements with expanding community services.
- Identify locations and construct public facilities (e.g. trailheads, signage, rest areas, etc.) along bicycle and pedestrian trails.
- Explore opportunities for commuter train service, pedestrian mobility, taxi-service, and bus service, by establishing a commuter rail station at the underutilized Arvin Industrial Complex.
- Safely accommodate bicyclists and pedestrians along major thoroughfares, and through parking lots.

#### Goal #5: Employ the principles of access management to reduce congestion and increase pedestrian activity.

- Increase the use of traffic calming devices (e.g. neckdowns, pavement markings, medians, roundabouts, access lanes, etc.) in appropriate locations (i.e. residential neighborhoods) to limit through traffic.
- Encourage the use of common entrances, shared driveways, shared parking, etc. along business corridors to reduce traffic congestion.
- Ensure that commercial centers and subdivisions provide stub streets and more than two entrances.

#### Old Town

#### **Key Concepts**

- Old Town must be revitalized.
- Old Town's gateways and focal points should be visible from major intersections.
- Old Town should be large enough to plan.
- Greenwood must demonstrate a commitment to Old Town before businesses will invest in the area.

### Goals & Objectives

# Goal #1: Make Old Town a thriving and vibrant district that becomes a cultural and government destination for all of Greenwood.

- Update the image of the Old Town area.
- Create a master plan for the Old Town area.
- Make Old Town pedestrian friendly.
- Create a major public gathering space, such as a town square.
- Consolidate government offices in the Old Town district.

#### Goal #2: Encourage a vibrant economy for Old Town.

- Redevelop Market Plaza as a sustainable downtown anchor or destination.
- Revitalize historic district.
- Market downtown locations to targeted business segments.
- Ensure proper commercial signage.
- Permit and encourage mixed-use developments, such as live-over-work structures.



Source: Community Based Projects, BSU

#### Goal #3: Make Old Town attractive to developers.

- Actively engage city government in redevelopment activities.
- Provide for the consolidation of properties when required for redevelopment.
- Permit mixed use of buildings, such as residential over business.

#### Goal #4: Beautify Old Town.

- Support beautification projects that focus on surface cleanliness and functional issues.
- Retrofit Old Town with underground utilities.
- Create a major public gathering space, such as a town square.
- Create multiple gateways to Old Town that are visible from all four directions.

#### Goal #5: Improve Main Street traffic flow.

- Study the impact of converting certain Old Town streets to one-way.
- Solve the problems of vehicular congestion, pedestrian access, etc. at Main Street and Madison.
- Ensure Old Town connections to all multi-modal transportation systems.

#### Goal #6: Ensure that Old Town is served by adequate, attractive, and obvious parking options.

• Promote safe, clean, accessible, available, and visible public parking locations with wayfinding.

#### Goal #7: Establish a larger historic district in Old Town.

• Establish design standards for the architectural appearance of Old Town.

## **Urban Design**

### Key Concepts

- Greenwood is a bedroom community; a place where you can raise a family
- The existing built environment of Greenwood should be preserved and improved while new development should reflect a character distinctly "Greenwood"
- The character of Greenwood is not "grand" in style or scale
- The character of Greenwood should feel natural and not contrived
- The character of Greenwood should reflect its name and be a "green city"
- Greenwood is divided by north/south arterials into enclaves that need to be identified by focal points and interconnected with better east/west connectivity

#### Goals & Objectives

Goal #1: Establish multiple focal points throughout the city that convey a sense of place and cohesiveness. Ensure that these focal points are conveniently accessible and are surrounded by publicly accessible gathering areas.

• Target and retrofit some of the established city streets with landscaped medians.

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Goal #2: Create publicly accessible and inviting greenspaces throughout the city and connect these spaces through an east/west network of pedestrian-friendly transportation infrastructure.

• Establish a series of safe, effective pedestrian crossing points along the major thoroughfares that serve to connect the "enclaves" of the city.

Goal #3: Establish a theme that is identifiably Greenwood yet flexible enough to be incorporated into the fabric of the diverse areas of the city and still provide for the retention of a unique character.

- Incorporate a coordinated series of small "design features," which serve to identify the place as "Greenwood," into the fabric of Greenwood on a city-wide basis.
- Establish public policy consistent with the landscaping standards within the Zoning Ordinance and encourage a "green city" concept.

Goal #4: Establish this theme city-wide, but require that this theme be expressed in innovative ways in order to encourage diversity in the built environment.

• Review and revise private signage standards to ensure that these signs do not dominate the commercial corridors but establish a sense of place that is inconsistent with the "bedroom community" feel.

### **Parks & Recreation**

Parks, recreation and open space are discussed in greater detail in the City of Greenwood's 5-yr Parks & Recreation Master Plan, as amended from time to time. The master plan should serve as the official city policy to guide park and recreation goals and objectives as the plan provides a comprehensive framework for meeting the needs, challenges, and opportunities concerning the city's parks and recreation system.

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